

**Meeting of Focus Group 2 on the review of the
« Television Without Frontiers » Directive**

LEVEL OF DETAIL IN THE REGULATION OF TELEVISION ADVERTISING

24 November 2004

**Centre de Conférence Albert Borschette – Room 4 C
CCAB, Rue Froissart 36, 1040 Bruxelles**

Provisional agenda

10.00 am to 17.00 pm

1. Introduction

2. Discussion

2.1 Terms defined in the Directive (Article 1)

2.2 Main Objectives of the regulation on televised advertising

2.2.1 Protection of viewers and right holders

- Presentation of advertising (Article 10)
- Sponsorship (Article 17)
- Insertion of advertising (Article 11)
- Duration of advertising (Articles 18 to 19)

2.2.2 Protection of public health (Articles 13 to 15)

2.2.3 Protection of minors and human dignity (Articles 12 to 16)

2.3 How to regulate at Community level?

2.3.1 Co-regulation mechanisms at Community level

2.3.2 Regulatory criteria

3. Any other business